

**Notice of Allowability**

Application No.	Applicant(s)	
10/724,302	SHARMA ET AL.	
Examiner	Art Unit	
Nancy Bitar	2624	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

- 1.  This communication is responsive to 06/292007.
  - 2.  The allowed claim(s) is/are 34-49.
  - 3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    - a)  All   b)  Some\*   c)  None   of the:
      - 1.  Certified copies of the priority documents have been received.
      - 2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
      - 3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
- \* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

- 4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  - 5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
    - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
- 6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- 1.  Notice of References Cited (PTO-892)
- 2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 11/26/2003
- 4.  Examiner's Comment Regarding Requirement for Deposit of Biological Material
- 5.  Notice of Informal Patent Application
- 6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
- 7.  Examiner's Amendment/Comment
- 8.  Examiner's Statement of Reasons for Allowance
- 9.  Other \_\_\_\_\_

Nancy Bitar

## DETAILED ACTION

### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Rajeev Sharma and Namsoon Jung on 08/22/2007.

The application has been amended as follows:

**Claim 34 (Amended):** A method for printing facial images of person or a plurality of persons, from a sequence of images automatically captured by one or a plurality of means for capturing images, onto one or a plurality of coupons or any promotional printed material, comprising the following steps of:

a) capturing a plurality of the input images of said person or a plurality of persons in an uncontrolled background,

b) performing the communication between a means for processing and controlling and a product database, and processing read and write transaction to said product database,

c) performing the communication between a means for processing and controlling and a customer database and processing read and write transaction to said customer database;

Art Unit: 2624

d) processing said plurality of input images in order to superimpose the facial images of said person or said plurality of persons onto one or a plurality of said coupons or promotional printed material,

e) processing demographic classification for said person or said plurality of persons using said plurality of input images, and matching the content of coupons or the promotional printed material according to a plurality of the demographic information from said demographic classification, and

f) printing the coupons or the promotional printed material,

whereby the promotional printed material [can comprise] comprises postcards, stamps, promotional brochures, and tickets for movies or shows,

whereby the method [can be] is executed in any public place that requires the usage of said coupons, including existing checkout counters of a retail store environment, and whereby the method [can also be executed] is executed in a stand alone system, including a kiosk system.

**Claim 42(Amended):** An apparatus for printing facial images of person or a plurality of persons, from a sequence of images automatically captured by one or a plurality of means for capturing images, onto one or a plurality of coupons or any promotional printed material, comprising:

a) means for capturing a plurality of the input images of said person or a plurality of persons in an uncontrolled background,

Art Unit: 2624

b) means for performing the communication between a means for processing and controlling and a product database, and processing read and write transaction to said product database,

c) means for performing the communication between a means for processing and controlling and a customer database and processing read and write transaction to said customer database;

d) means for processing said plurality of input images in order to superimpose the facial images of said person or said plurality of persons onto one or a plurality of said coupons or promotional printed material,

e) means for processing demographic classification for said person or said plurality of persons using said plurality of input images, and matching the content of coupons or the promotional printed material according to a plurality of the demographic information from said demographic classification, and

f) means for printing the coupons or the promotional printed material,

whereby the promotional printed material [can comprise] comprises postcards, stamps, promotional brochures, and tickets for movies or shows,

whereby the apparatus [can be] is integrated into any public place that requires the usage of said coupons, including existing checkout counters of a retail store environment, and whereby the apparatus [can also be integrated ] is integrated in a stand alone system, including a kiosk system.

Claims 50-57 are cancelled.

2. Claims 34-49(now renumbered 1-16) are allowed.

Art Unit: 2624

3. The following is an examiner's statement of reasons for allowance:

After reviewing the remarks made by applicant in response to the non-final first office action the Examiner finds the remarks to be persuasive. The most pertinent prior art is DE Lapa et al (US 5,353,218) and Meyerhofer et al (US 2004/0095604). De Lapa discloses a merchandising system for generating coupons and printing coupons for a specific person from a group of person and generates coupons to match with the identity consumer and coupon identification. Meyerhofer teaches a master promotional controller that selects a type of coupon and transmits customer identity such as customers image to be placed in field in the coupon according to trigger conditions, which is sent to the printer. Neither Meyerhofer nor De Lapa disclose processing demographic classification for said person or said plurality of persons using said plurality of input images and matching the content of coupons or the promotional printed material according to the plurality of the demographic information from said demographic classification .The Examiner finds no reason or motivation to combine the above references in an obviousness rejection thus placing the application in condition of allowance.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

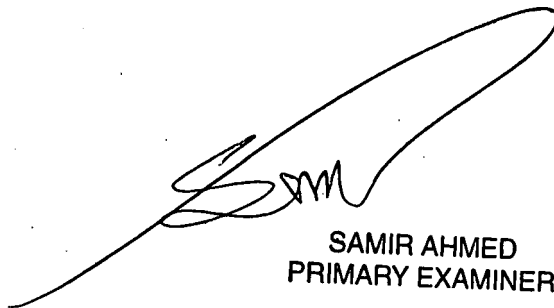
4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nancy Bitar whose telephone number is 571-270-1041. The examiner can normally be reached on Mon-Fri (7:30a.m. to 5:00pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Samir Ahmed can be reached on 571-272-7413. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Nancy Bitar

08/22/2007



SAMIR AHMED  
PRIMARY EXAMINER